

Message Text

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INFO AMCONSUL ZAGREB

UNCLAS BELGRADE 5185

E.O. 11652: NA

TAGS: OEXC YO

SUBJ: MULTI-REGIONAL PROJECT ON AMERICAN ECONOMY

REF: BELGRADE 5022

1. PLEASE ADVISE IF FRANJO ZILIC HAS BEEN ACCEPTED FOR PROGRAM. HIS SPECIAL INTERESTS AND PROGRAM SUGGESTIONS FOLLOW:

2. ZILIC INTERESTED IN INSTITUTIONS WHICH CREATE ECONOMIC POLICY, SUCH AS SEPARTMENTS OF COMMERCE AND TREASURY, AND MONETARY POLICY, I.E. FEDERAL RESERVE BOARD. WISHS DISCUSS "INFLATION THEORY AND ITS PRACTICAL REFLECTIONS IN US ECONOMY".

3. MARKET RESEARCH: WOULD LIKE VISIT BRANCH OF A.C. NIELSEN COMPANY, A FIRM WHICH DOES MARKET RESEARCH AND GATHERS BUSINESS INFORMATION. INTERESTED IN FINDING OUT WHAT KIND OF DATA REQUESTED BY CLIENTS.

4. ZILIC'S PAPER REGULARLY USES FORECASTS OF "WHARTON ECONOMIC FORECASTING ASSOCIATION" (UNIVERSITY OF PENNSYLVANIA). IF POSSIBLE DURING US TOUR, WOULD LIKE TO VISIT THIS ASSOCIATION TO DISCUSS REACTIONS TO THEIR FORECASTS.

5. AMONG ECONOMIC PUBLICATIONS, "JOURNAL OF COMMERCE" SEEMS CLOSEST TO "PRIVREDNI VJESNIK". ZILIC WISHES UNCLASSIFIED

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VISIT OFFICES THIS JOURNAL, AS WELL AS "BUSINESS WEEK"

AND "FORTUNE" TO DISCUSS WITH RESPONSIBLE OFFICIALS
THE "CORPORATE STRATEGY" OF AN ECONOMIC JOURNAL.

6. ZILIC HOPES VISITS TO SMALL OR MEDIUM SIZED FIRMS
COULD BE ARRANGED TO DETERMINE EXTENT TO WHICH THEY
USE INFORMATION PUBLISHED BY ECONOMIC JOURNALS IN
BUSINESS DECISIONS.

7. IF VISIT TO WALL STREET BEING INCLUDED IN PROGRAM,
ZILIC WISHES GO TO MORGAN GUARANTY TRUST (INTERNATIONAL
FINANCE) OR CHASE MANHATTAN (INVESTMENT IN RAW MATERIALS.)
HE UNDERSTANDS BOTH BANKS HAVE OUTSTANDING RESEARCH
DEPARTMENTS DEALING WITH THESE PROBLEMS. AT THE BANKS,
HE WOULD LIKE TO DISCUSS THE SYSTEM OF FLEXIBLE RATES
OF EXCHANGE, AND INSURANCE AGAINST DIFFERENCES IN
EXCHANGE RATES AND "IMPORTED INFLATION" RESULTING
FROM NON-INVESTMENT IN NEW RAW MATERIAL CAPACITY.

8. IF THE PROGRAM INCLUDES CHICAGO, ZILIC WISHES VISIT
DEPARTMENT OF ECONOMICS OF UNIVERSITY OF CHICAGO.
REALIZES IT UNLIKELY HE WILL MEET WITH ARTHUR BURNS,
BUT IS SURE A GOOD SUBSTITUTE CAN BE ARRANGED. HE
WOULD ALSO LIKE TO VISIT SAN FRANCISCO.
SWEITZER

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